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**FOR IMMEDIATE RELEASE**

**Prendismo Names Laura Batten Director of Business Development**

February 15, 2011--- Prendismo, which develops novel technology to capture and share business insight and knowledge, is pleased to announce the appointment of Laura Batten as Director of Business Development. In this role, Ms. Batten will oversee sales, marketing and account management for the Company.

Prior to Prendismo, Ms. Batten served as Director of Business Development for San Francisco, venture-backed startup Vast.com, where she built one of the company's target segments from one to twenty clients while managing relationships with senior management at Orbitz, Yahoo, and AOL.

Prior to her role at Vast, Ms. Batten worked in Strategic Planning at the Boston Globe. She gained additional valuable experience in media and technology while holding sales and marketing positions at New York Times Digital, Youth Media and Marketing Networks and The Washington Post.

“We are excited to welcome Laura as a member of Prendismo's management team,” said Kirsten Barker, President of Prendismo. “Her unique background in both media and technology startups is critical as Prendismo continues to define its sales strategies related to the existing content repository and formulate the market entry strategies for our BackChannel toolset.”

Ms. Batten earned her B.S. from Cornell University and M.B.A. from the M.I.T. Sloan School of Management.

**About Prendismo**

Prendismo is home to the world's premiere collection of digital video content on business, leadership and entrepreneurship. Founded in July 2008, Prendismo has developed innovative and provocative ways to share an extensive collection of business insight.

The company's digital video platform, products, and services have set new standards for producing and delivering content that inspires and educates people anywhere, anytime. The company also provides an innovative knowledge management tool for businesses that wish to capture the real stories of their executives and employees and share this wisdom across the organization.

For more information, visit [www.prendismo.com](http://www.prendismo.com).